

RECEIVED
CENTRAL FAX CENTER
JUL 07 2005

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Jonathan Dorfman

Application No.: 09/372,416

Group Art Unit: 2178

Filed: August 11, 1999

Examiner: T. V. Huynh

For: EASILY MODIFIABLE MACRO TAG FOR
INTERNET ADVERTISING

AMENDMENTS AND REMARKS IN RESPONSE TO FINAL OFFICE ACTION

MAILED MAY 10, 2005

*Please
DO NOT ENTER
TVH
07/14/05*
Via Fax: (703) 872-9306

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This is an amendment in response to the Final Office Action mailed May 10, 2005, in the above-captioned application. Reconsideration and allowance of the application is respectfully requested.

Amendments to the Claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks/Arguments begin on page 6 of this paper.

I hereby certify that this correspondence is being submitted to the Commissioner for Patents via facsimile transmission to the central USPTO fax number (703) 872-9306.

Dated: July 7, 2005 Signature: /Ben Zion A. Wachman/ (Ben Zion A. Wachman)